

## AMENDMENTS TO THE SPECIFICATION

Amend the specification as follows.

[0004] A method of generating data sets associated with an entity is provided. The method includes determining when the entity selects a first service or product. The method further includes generating a first data set having a first attribute associated with the first service or product. The method further includes determining when the entity selects a second service or product. The method further includes generating a second data set having a second attribute associated with the second service or product. Finally, the method includes generating a ~~third-master~~ data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute.

[0005] A system for generating data sets associated with an entity is provided. The system includes a first device configured to determine when the entity selects a first service or product and generating a first data set having a first attribute associated with the first service or product. The system further includes a second device configured to determine when the entity selects a second service or product and generating a second data set having a second attribute associated with the second service or product. Finally, the system includes a third device configured to generate a ~~third-master~~ data set based on the first and second attributes when a portion of data associated with the first attribute is substantially similar to a portion of data associated with the second attribute.

[0026] Next at step 60, computer server 12 can generate a ~~master~~ ~~third~~-data set based on the first and second attributes when a portion of the data associated with the first attribute is substantially similar to a portion of data associated with the second attribute. In particular, computer server 12 can perform a text comparison of: (i) the Title attribute of data set 40 containing the text string "Ballet for Beginners", (ii) the web address attribute of data set 42 containing the text string "ballet.com", and (iii) the Title attribute of data set 44 containing the text string "Russian Ballet" to determine a common text string "ballet" contained in each of the data sets 40, 42, 44. Further, the computer server 34 can perform a text comparison